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Property Owners
Alliance

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April 27, 2012

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: First Quarter Report: January 1, 2012 through March 31, 2012

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- Lee Rierson, representing 1741 Ivar Avenue, was elected to the board at the March meeting, and will fill a seat that will expire in November 2012.
- The board held its annual planning retreat at the American Music and Dramatic Academy on Thursday March 15. In preparation for the retreat, the Board divided into six teams in order to do "field" observations to provide input into the retreat. Four members went on a ride-along with LAPD; three went on independent tour bus excursions; two posed as tourists at H/H to experience the characters and the CD sellers; two went on a ride-along with CleanStreet; one took public transportation; and three interviewed two gentlemen who were recently homeless. At the board retreat, speakers also included Michael LoGrande, the head of the City's Department of Planning, and Marcel Porras from Council District 13.

II. Security

- A meeting was held with Councilmember Eric Garcetti on February 15 with members of the executive leadership of the BID and the Chamber. In attendance also was the general manager of the Hard Rock Café, and staff on the city attorney's office. The purpose of the meeting was to raise continued and heightened concern about the deteriorating behavior on the public sidewalks in the BID. The problems continue to stem from aggressive behaviors of characters and CD vendors near the Kodak Theatre; but also span the Walk of Fame given the proliferation of tour bus hawkers. The councilmember pledged his support to work with the community and the city attorney's staff and LAPD to identify solutions.

- Discussions have commenced relative to the merits associated with upgrading the public safety camera system donated to LAPD. Concerns have been raised by Security Committee members that until it is demonstrated that the cameras are being used, it may not be wise to commit to anything more than the maintenance program at this time.
- The Veteran's Affairs Department came to LA in February to meet with members of Hollywood 4WRD re/ the prospect of initiating a "surge" to house 100 homeless veterans in 30 days. The discussions turned into a series of meetings between local service providers and VA representatives about the feasibility of doing something similar, but within about 150 days, and with a commitment from the VA for follow-on case management. Discussions are continuing.
- During the first quarter of this year, there were 241 arrests, 86 homeless referrals, 635 radio calls, 529 business contacts and 2202 citizen contacts.

III. Streetscape

- A press conference to commemorate the official opening of the EaCa alley was held on February 23, 2012.
- Staff created a document called "Myths v. Facts" re the Community Plan to help stakeholders prepare for upcoming committee hearings in the Planning and Land Use Committee.
- Staff participated in meetings regarding the city's exclusive waste hauling franchise, and keeps the board apprised of developments on this front. No testimony was offered as there is no official HPOA position.

IV. Marketing Issues

- CBS/KNX Radio featured Hollywood in a special broadcast live all day from Hollywood on January 27, 2012. Both the Hollywood BID and the Sunset BID allocated \$2,500 each from their marketing budgets to serve as sponsors for "On Your Corner" live from Hollywood. The broadcast emanated from the W Hotel in the morning and the Arclight complex in the afternoon.
- A subcommittee was formed to evaluate research needs to assist with marketing in the BID. The committee is referred to as STAR – for Statistical Trends and Research. A meeting was held between staff and the LAEDC re/ our research needs, seeking a draft proposal that could be used to fashion an RFP.
- A retail focus group was organized for March 1, convened by Dan Jablons of the Retail Smart Guys. The intent was to see what types of best practices exist amongst some of the more successful stores in the District, to see if this could be translated into a training

program or seminar for a wider audience. As a result of low attendance, this idea will be shelved for the time being.

- During this quarter, preparations were underway for the upcoming POW WOW International Travel Show slated for April 22 – 24 in Los Angeles. During this time, press releases were drafted by consultant Urban Legend PR for the virtual press room, and content was created for a mobile phone accessible micro site, scheduled to be launched with POW WOW.

V. Other

- Kerry Morrison participated in the Westside Urban Forum on the topic of Hollywood's revitalization at a meeting on February 17, 2012.
- Kerry Morrison participated on a panel discussion on the topic of filling in the gaps after the demise of the redevelopment agencies at UCLA on February 21, 2012.
- Kerry Morrison participated in a panel discussion at the Home for Good summit on ending homelessness on February 23, 2012.
- Kerry Morrison attended the Hollywood Chamber of Commerce planning retreat in Indian Wells on March 30/31.
- Sarah MacPherson was appointed co-chair of the Heroes of Hollywood Awards luncheon, scheduled for June, 2012; the proceeds of which will benefit the Hollywood Chamber Community Foundation.
- Kerry Morrison attended the LA Chamber "ACCESS DC" trip to Washington DC March 5 – 7, to participate in the advocacy team on homelessness.
- Kerry Morrison and Sarah MacPherson both participated in hearings in front of the Redistricting Commission during this time, because Hollywood Boulevard had been split down the middle by the commission. The intent of the testimony was not to seek a particular district, but rather to request that the BID remain in one council district.
- The Board voted on March 15, 2012 to oppose SB 949 (Vargas). This is legislation which would make it easier to form something similar to a BID – a Community Benefits District – with only a 30 percent petition threshold. It would also allow a lifespan of up to 20 years and would incorporate residential zones.
- At the March 15, 2012 meeting, the Board also voted to oppose a proposed City Sidewalk Liability Ordinance which would transfer the responsibility and liability for repair of sidewalks directly on the property owner, even if the damage is caused by tree roots from a city-planted tree.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending March 31, 2012

| BUDGET LINE ITEM | ANNUAL BUDGET | REVENUE TO DATE | AMOUNT SPENT 1st QTR | AMOUNT YEAR-TO-DATE | PROJECTED SPENDING FOR REMAINDER OF THE YEAR | EXPLANATION OF VARIANCE |
|-------------------|------------------|------------------|----------------------|---------------------|--|-------------------------|
| Assessment Income | 3,336,326 | 1,558,465 | - | - | | |
| City Fees | 35,104 | | 35,338 | 35,338 | - | |
| Contingency | 96,000 | | 468 | 468 | 95,532 | |
| Administration | 192,870 | | 45,483 | 45,483 | 147,387 | |
| Security | 1,612,000 | | 333,202 | 333,202 | 1,278,798 | |
| Maintenance | 1,121,616 | | 259,227 | 259,227 | 862,389 | |
| Personnel | 426,583 | | 89,470 | 89,470 | 337,113 | |
| ED&C/Marketing | 110,000 | | 35,445 | 35,445 | 74,555 | |
| TOTAL | 3,594,173 | 1,558,465 | 798,633 | 798,633 | 2,795,774 | |

Other income (not included above):

| | |
|--|-----------------|
| DWP Grant | - |
| Penalty | 2,439.99 |
| Interest-LA City | 2,446.49 |
| Interest-other | 208.43 |
| Total other income 1st Quarter 2012 | 5,094.91 |